

Message Text

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ACTION COME-00

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R 011438Z JUN 74

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 9789

INFO AMCONSUL POZNAN

UNCLAS WARSAW 3735

EO 11652: N/A

TAGS: BEXP, PL

SUBJECT: TAKON BUSINESS DEVELOPMENT OFFICE

REF: (A) STATE 137947; (B) WARSAW 1662

PASS COMMERCE /BEWT:TPD

1. TDC HAS REQUESTED 30 ADDITIONAL SQUARE METERS OF SPACE FOR US BDO AT TAKON IN SEPTEMBER. FORMAL APPLICATION COVERING TOTAL SPACE REQUIREMENTS WILL BE FILED WITH POZNAN FAIR AUTHORITIES DURING FIRST WEEK OF JULY. ASSUMING EXHIBIT SIZE OF 80 SQUARE METERS, THIS APPLICATION WILL INCUR FINANCIAL OBLIGATION OF \$940, EQUIVALENT TO 18,724.80 ZLOTY (SPECIAL FOREIGN CURRENCY), A SUM EQUAL TO HALF THE TOTAL CHARGE FOR SPACE.

2. AMCONSUL POZNAN HAS LEARNED FROM FAIR MANAGEMENT THAT US BDO WILL BE LOCATED IN APVILION 2, WHICH WILL HOUSE PACKAGING EXHIBITS (TAROPAK). GROUND FLOOR IS RESERVED FOR EQUIPMENT. BDO AND OTHER EXHIBITORS WITHOUT MACHINERY WILL OCCUPY BALCONY. FLOOR PLAN BEING REQUESTED BY AMCONSUL POZNAN, WILL BE FORWARDED TO DEPARTMENT FROM TDC.

3. WE APPRECIATE INFORMATION FROM BEWT REGARDING SELECTION OF INDUSTRY EXPERTS JANSSEN AND LIACURIS. EXPERIENCE OF JUNE FAIR SUGGESTS IT WOULD BE ADVISABLE
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TO SHARPEN FOCUS OF INDUSTRY EXPERT PARTICIPATION BY

CNCENTRATING ON FOOD PROCESSING AND PACKAGING. WE BELIEVE BDO CAN BE MOST EFFECTIVE IN PROMOTING THESE TWO RELATED FIELDS AND REQUEST PARTICIPATION BY TEXTILE INDUSTRY EXPERT BE CANCELLED FOR THIS EXHIBIT.

4. THOROUGH BRIEFING OF INDUSTRY EXPERTS IS ESSENTIAL. EFFECTIVENESS OF INDUSTRY REPRESENTATIVES AT JUNE FAIR WAS GREATLY REDUCED BY THEIR LACK OF INFORMATION ON POLISH MARKET AND THE APPARENT FAILURE TO DEFINE THEIR ROLE PRIOR TO DEPARTURE FROM US. EXPERTS SHOULD BE ADVISED TO INFORM TDC DIRECTLY OF SPECIAL CAPABILITIES, INTERESTS, SO THAT THEY MAY BE SENT MARKET INFORMATION TAILORED TO THEIR NEEDS. COMPLETE BEWT BRIEFING IS ESSENTIAL AND EXPERTS SHOULD ALSO BE URGED TO CONTACT US FIRMS IN THEIR FIELDS WHICH ARE ENGAGED IN BUSINESS OR IN CONTRACT NEGOTIATIONS WITH THE POLES.

5. BELIEVE IT WOULD BE VERY USEFUL FOR LIACURIS TO TAKE PART IN SYMPOSIUM BEING ARRANGED IN CONJUNCTION WITH TAROPAK. DETAILS ON SYMPOSIUM, WHICH WOULD FACILITATE CONTACTS WITH BROAD CROSS-SECTION OF POLISH PACKAGING INDUSTRY, SUPPLIED REF B. DEADLINE FOR SUBMISSION OF PAPERS IS JULY 15, PLEASE ADVISE SOONEST WHETHER PARTICIPATION POSSIBLE.

6. STRONGLY RECOMMEND USE OF SLIDES, FILMS AND PROVISION OF AMPLE SUPPLIES OF PRODUCT LITERATURE, WHICH SHOULD REACH TDC DURING THIRD WEEK OF AUGUST.
DAVIES

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